

Hinsdale Public Library

Strategic Plan 2019—2021

Goal One: Community

The Library will meet and anticipate patron needs with services tailored specifically for the Hinsdale community.

Strategies

1. Increase convenience and improve access to services and materials
2. Serve as a hub of lifelong learning
3. Collect and utilize community input on programs and services
4. Increase staff engagement with the community
5. Create opportunities for community members to share their expertise and their stories
6. Find and foster relationships with emerging and/or underserved groups
7. Decrease parking dissatisfaction

Goal Two: Distinction

The Library will offer distinctive collections, programs and exhibits that stimulate literary, cultural and recreational interests.

Strategies

1. Develop digital and physical collections to reflect patron demand
2. Deliver programs that match community interest
3. Foster opportunities to engage with the community through the Library's Art Collection, rotating exhibits, and related programs
4. Reflect the diversity of the community in collections, programming and displays

Goal Three: Space

The Library will create inviting physical spaces that encourage the productive use of the Library by individuals and groups.

Strategies

1. Provide opportunities for play and creative discovery inside and outside the Library building
2. Budget, plan for, and maintain the Library building and building systems using Facilities Audit
3. Maximize accessibility and efficiency of public service desks/stations

Goal Four: Technology

The Library will embrace technology to facilitate access to Library resources and creative experiences.

Strategies

1. Provide optimal connectivity for patrons and staff
2. Develop and expand the organizational capacity to manage technology initiatives, integrate new offerings, and provide training and ongoing support to staff
3. Serve as a community resource for technology help, offering training and support to patrons
4. Optimize and promote new digital resources for patrons, adding content and platforms, as needed
5. Create patron experiences that are enhanced by technology or that introduce patrons to new technologies

Goal Five: Communication

The Library will build a brand and ongoing communication effort to maximize awareness of Library resources, services, and programs.

Strategies

1. Develop a consistent messaging and voice for all internal and external communications
2. Identify and build more meaningful relationships with “super-users”
3. Create more strategic marketing communications, including targeted messaging to identified audience segments that seek to cultivate more meaningful relationships with patrons—cross-marketing where applicable
4. Highlight new and underused offerings
5. Expand outreach efforts